

Interior Design Show Jan 18-21
2018 Toronto



Maker

You've emerged and are ready for market transformation. Showcase your product to over 13,100 distributors and industry professionals across Canada and 26 other countries; and 34,000 design savvy consumers who collectively spent or plan to spend over \$440 Million with exhibitors. The Maker section is perfect for businesses that have manufacturing capabilities, and are looking to expand distribution.

"It's important for us to do IDS because it's the only opportunity in the city to get face to face with an engaged, design-conscious audience that is looking to find and be inspired by products like ours."

Dustin Kroft, Designer
KROFT



Why should you be a part of IDS?

IDS, one of North America's top Interior Design Shows, offers unparalleled access to the future's best international and Canadian Design. Since 1999, IDS has brought the world's most creative design minds to Canada, while connecting design-driven businesses to over 53,000 trade professionals, consumers and members of the media each year. Regarded as a pillar in the Canadian design community, it is the catalyst for millions of dollars spent on design and the leading Canadian platform for many international and local brands to launch new products each year.

For additional information about IDS, visit InteriorDesignShow.com

To apply, please contact:

Lisa Barnes

416 960 4507 / lisa.barnes@informa.com

Catia Varricchio

416 960 4511 / catia.varricchio@informa.com

13K+

Over 13,100 trade professionals from across Canada and 26 other countries attended in 2017

92%

of trade attendees are key decision makers who visit the show to spec for an existing project

\$232M+

Over \$232 million projected to be spent by trade professionals

34K+

Over 34,000 affluent, design-savvy consumers, over 74.71% of whom are homeowners and plan to spend over \$208 million with exhibitors seen at the show

3rd

Toronto is home to the 3rd largest design work force in North America, and currently has 148 commercial and residential high-rise and skyscraper projects under construction

400+

Over 400 media attended IDS in 2017, resulting in 211 million media impressions

33M

Digital impressions garnered in 2017 from a massive online following, including over 48,000 Twitter followers and 24,000 Facebook fans

Maker will be promoted as a key IDS Design Hot Spot, and will receive additional marketing benefits including:

- Mention of feature in IDS Preview Guide, pre-distributed through select media sources and on site
- Company mention on IDS website
- Inclusion in overall digital marketing campaign
- Mention in IDS press materials
- Opportunity to be considered in IDS e-newsletter
- Inclusion in Exhibitor Listing and Virtual Press Office

Participants within this section receive the following benefits and added value:

Exhibit space build out Includes:

- White hard walls, 10' high
- Electrical outlet (one regular 1500 watt outlet)
- Standardized Maker signage

Cost to participate:

5' x 20' open corner space: \$5,600 +HST

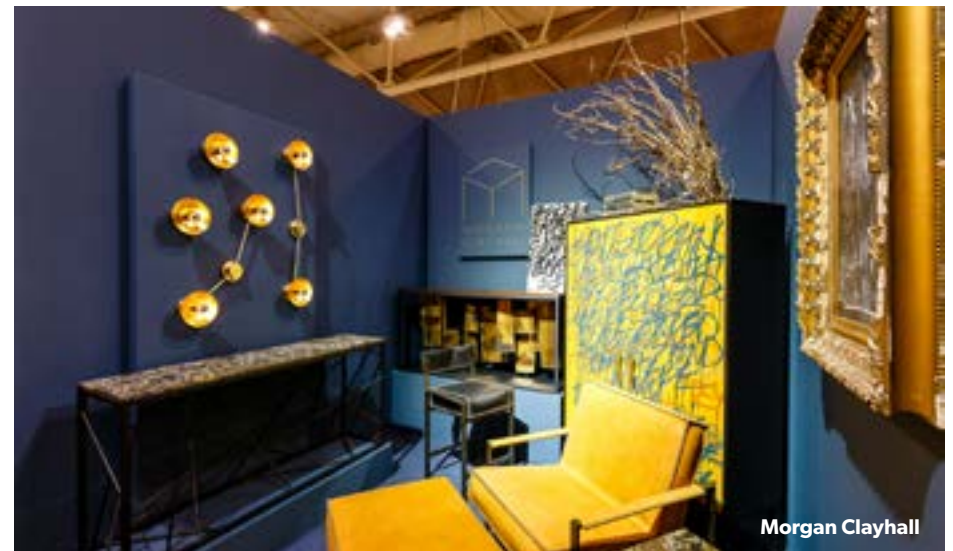
10' x 10' inline space: \$5,650 +HST

10' x 15' open corner space: \$7,450 +HST

Exhibit Conditions:

- Space includes concrete flooring, you may bring or rent your own flooring.
- Hard walls provided cannot be altered in any way. Damage to walls will be assessed and invoiced to you after the show.
- Only finishing nails and small wood screws can be affixed to the walls.
- Pieces hung from the walls must not exceed a maximum of 30lbs per 5' wide panel. Special arrangements must be made for heavier items.
- Lighting is required but not provided.

Please refer to the IDS18 Exhibitor Kit for all show information and regulations.



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Company Name (this is the name which will appear on your signage):

Contact: _____ Address: _____

City: _____ Province/State: _____ Postal/Zip Code: _____

Tel: _____ Mobile: _____ Fax: _____

Website: _____ Twitter: _____

Email: _____

Select a Booth:

- 5' x 20' corner = \$5,600 CAD + HST
- 10' x 10' inline = \$5,650 CAD + HST
- 10' x 15' corner = \$7,450 CAD + HST

Note: All MAKER booths include white, 10 feet high, gallery style hard walls, standard Maker signage and electrical (1500 watt regular duplex outlet).

Booth Design Criteria:

As a design fair, it is expected that attention be given to the booth design and presentation of product. Items to consider (but not limited to) are: overall design aesthetic, merchandising, wall treatment, flooring and lighting. No pop up displays and no retractable banners. No overhead trade banners are permitted. Suspended installations and lighting are welcome. Please send your booth design to management for approval. **You must submit your booth design before your space can be confirmed.**

Authorized Signature: _____

Print Name: _____

Exhibitor Categories Selection

Please select the category/categories that best describe your business (maximum 4 allowed).

- Furniture
- Lighting
- Textiles
- Home Accessories
- Technology
- Wall Coverings

Additional Exhibitor Marketing Opportunities

IDS is a year-round resource to promote your brand. Our reach is vast, including print advertising, digital newsletters and our social media channels. We use your images and stories to generate compelling content. For consideration, please send us information on new product launches, new projects, store openings, or the design firms you are working with. Images must be hi-resolution (JPEG format, 300 DPI+) and professionally shot. A variety of lifestyle and product shots are preferred. Please do not include people in the photos. Please label individual images "CompanyName_DesignerName_ProductName". Please email to candis.green@informa.com

In addition to an exhibitor listing on our website and floor plan handout, there are several additional marketing opportunities available. Please contact Show Management for more information.

- IDS Website Advertising
- Extended Exhibitor Listing
- IDS Newsletter Advertising
- IDS Show Guide Advertising
- IDS Social

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Please Note:

Applicants are hereby notified that Show Management is under no obligation to assign any space rental, but reserves the right to determine the location of any space rental and to assign a different location from the space occupied by the applicant in any previous show. Show Management shall not be held responsible for any damage, loss of business or inconvenience suffered by any applicant due to assignment or non-assignment of rental space. Should this application be accepted, Show Management shall send the applicant a booth confirmation clearly indicating the location of the space rental. We understand that a signed contract along with your \$1,500 deposit must reach our office within 10 business days of your application being accepted or your space will be released. By signing this application, you agree that you must pay 50% 30 days after being accepted into the show and full payment must be made 60 days after acceptance. I understand that my deposit is non-refundable. I also understand that the deposit will be applied toward my total booth fee. Full payment must be made no later than November 1, 2017.

I agree to comply with Ontario's Occupational Health & Safety Act and its applicable Regulations and to ensure that all staff and third party contractors are equipped with steel toed boots/shoes (and other appropriate Personal Protective Equipment as needed), which must be worn on the Show floor during move-in and move-out.

Cancellation & Relocation Policy:

Management shall in no event be required to make any rebate or refund to the exhibitor in connection with any cancellation of this application. Management reserves the right to relocate an exhibitor to a space other than specified herein. A change in location shall not relieve the exhibitor of their obligations hereunder.

Communication:

- I agree to allow the Interior Design Show (IDS Toronto) to contact me by email regarding information as it pertains to the event which may include the following: contracting, general information about exhibiting, exhibitor information and event newsletter.
- I agree to allow the Interior Design Show (IDS Toronto) to share my contact information with exclusive show suppliers as it pertains setting up for the event. These suppliers provide services such as but not limited to: Material Handling, Lighting & Electrical, Parking passes, Show Guide Publishing, etc.

Authorized Signature: _____

Print Name: _____

Please Indicate Your Payment Method:

A deposit of \$1,500 is required. Applications not accompanied with a deposit will not be honoured. If your credit card is declined or if your cheque is returned, your re-sign application will not be honoured.

Please find a cheque* attached
*make cheque payable to Informa Canada

Please debit Visa / Amex / MasterCard:
*Credit charges will appear as "Informa Canada Inc."

Card Number: _____

Expiry Date: _____

Name on Card: _____

Signature: _____

Please return this form to our office via fax or mail.

Fax: (416) 927-0862

Mail:

Informa Canada – Interior Design Show
10 Alcorn Avenue, Suite 100
Toronto ON M4V 3A9

Email:

lisa.barnes@informa.com
catia.varricchio@inform.com

Please note: For PCI compliance, credit card details can only be faxed or mailed. Please do not send by email!